



San Diego City Attorney **CASEY GWINN**

MEDIA RELEASE

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ELDER ABUSE HOTLINE POSTERS DEPLOYED

Designed to Encourage Crime Reporting, Provide Assistance for Seniors

San Diego City Attorney Casey Gwinn today announced that posters are being placed at approximately 30 local bus shelters to enhance the protection of senior citizens. The posters display a toll free elder abuse hotline telephone number (800-510-2020) and an Internet website (www.safeseniors.org), both of which provide information and guidance for seniors or others who care for them or are concerned about their safety and welfare.

The posters were funded by a grant awarded to the City Attorney's Office from the Governor's Office of Criminal Justice Planning. The posters are part of an on going effort to protect and help senior citizens in San Diego through the Safe Seniors Coalition, a collaboration of government agencies and officials and private organizations, including the City Attorney, City Councilmember Valerie Stallings, County Supervisor Greg Cox, Congressman Brian Bilbray, State Senator Dede Alpert, U.S. Senator Barbara Boxer, San Diego Police Department, San Diego Lifeguard Services, San Diego Probation Department, Adult Protective Services, Area Agency on Aging, Meals on Wheels, Elderhelp, the Alzheimer's Association, Senior Citizens' Advisory Board, Union Bank and Lutheran Services.

Gwinn emphasized that the very nature of elder abuse is such that it is often hidden in plain sight. Elder abuse occurs in the home or under other circumstances where detection, reporting and early intervention are easily frustrated. Thus, all available means must be exploited to convey the message that help is available and how to find it.

Elder Abuse Posters

Recent City Attorney media releases can be accessed on the San Diego City Attorney's home page located on the Internet at <http://www.sannet.gov/city-attorney>

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A list of all the anticipated locations where the posters are to be displayed accompanies this release.

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